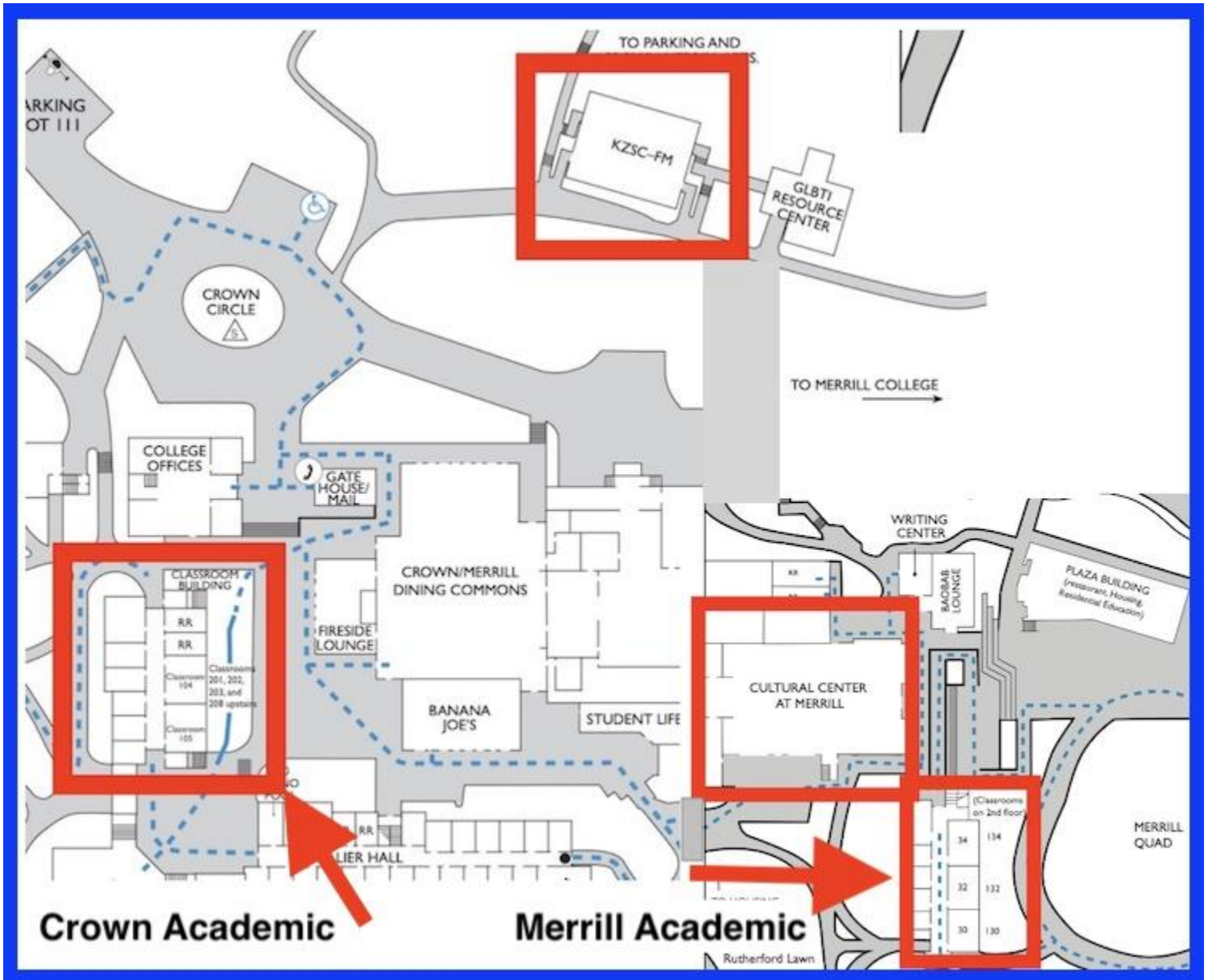




Land Acknowledgment

“UC Santa Cruz is located on the unceded territory of the Awaswas-speaking Uypi Tribe. The Amah Mutsun Tribal Band, comprised of the descendants of indigenous people taken to missions Santa Cruz and San Juan Bautista during Spanish colonization of the Central Coast, is today working hard to restore traditional stewardship practices on these lands and heal from historical trauma.”



UC Radio Network Conference

November 15, 2025

8am -5pm

Hosted by KZSC 88.1FM Santa Cruz

Locations: UC Santa Cruz campus - Merrill Cultural Center, Crown Academic and Merrill Academic buildings, and KZSC station

Schedule

Time	Session	Location
8-9am	Check-in, Opening Reception and Breakfast	Merrill Cultural Center
9-9:30am	Welcome! led by Quynh-Thy Hoang, Station Manager and Richard Baldwin, Broadcast Advisor	Merrill Cultural Center
9:45-10:15am	Keynote Speaker- Jesse Thorn, Host of Bullseye on National Public Radio	Merrill Cultural Center
10:30 - 12	Roundtable hosted by Ted Coe (UCSB) - State of the Media Landscape - Alisa Barba, NFCB Board;	Merrill Cultural Center
	Trish Bell - A Career in Radio & Voice Acting	Merrill 102
	Volunteer Coordination working group - hosted by Manu Salas (KZSC)	Crown 203
12-1:30pm	Lunch	Merrill Cultural Center
1:30-3pm	Physical Media Processing (KALX Music & Music Library team) / Digital media (KCSB)	Crown 208
	Screen print / marketing DIY workshop (continues to 5pm) - LMU + KZSC	Merrill Cultural Center Patio

	Engineering & Station Operations Working Group - Hosted by Crystal Fan & Erika Wu (KZSC)	Crown 203
3-3:30pm	Break/light refreshments	Merrill Cultural Center
3:30-5pm	Saving College Radio History and Bringing Archives to Life - Jennifer Waits, Malia Reid	Merrill 102
	Music Department Working Group - Hosted by Serafina Holzer (KZSC)	Crown 208
	Public Affairs, News & Talk Working Group - Hosted by KZSC staff	Crown 203
	Education & Training Working Group - Hosted by Zane Bird Smith (KZSC)	Crown 201
5:00-5:30pm	Swag Swap	Merrill Cultural Center

Session Descriptions

Keynote: Jesse Thorn, America's Radio Sweetheart; UCSC Alumni ('06) and host of Bullseye on NPR. OG co-owner Maximum Fun. Retrospective on college radio and a career in media. Includes opportunity for Q&A.

Roundtable: The State of the Media Landscape - The challenge of producing local broadcasting - both journalism and music - in the face of corporate consolidation, AI and challenges to public media sustainability; In response to: <https://harpers.org/archive/2025/11/why-doesnt-anyone-trust-the-media-jelani-cobb-taylor-lorenz-jack-shafer-max-tani-establishment-journalism>

Personality Radio: connecting with your listeners Information and advice from a career radio professional, Trish Bell - 2024 Bay Area Radio Hall of Fame

inductee. Tips for self-critique of radio broadcasting, keeping it local and building your radio persona.

DIY Promotion / Screen Printing In this hands-on workshop, KXLU & KZSC will join forces to demonstrate techniques using silk screens, button making, zines, and other crafts to promote station visibility. Through craft nights and giveaways, strategies will be discussed to encourage engagement with students and listeners. Attendees should bring a blank t-shirt and/or a blank tote bag to this workshop.

Physical and Digital Media Processing / Collection Management - The KALX presentation is meant to be about how we take in new music from artist and labels, and how we manage the huge collection of physical media we have accumulated over the decades. KCSB will also be on this panel talking about a digital media library.

Saving College Radio History Jennifer Waits from Internet Archive's Digital Library of Amateur Radio and Communications (DLARC) in conversation with Malia Reid, KZSC Design Director on curating and exhibiting college radio history. Recommendations from the College, Community and Educational Radio Caucus for the Library of Congress' Radio Preservation Task Force for caring for your station's archives.

KZSC Station Tours Guided tours of the KZSC station are available throughout the day. You're welcome to come explore our little cabin in the redwoods!

Working Group Conversations: KZSC Governing Board members will host focused discussions based on some of the major aspects of radio station operations. We welcome you to join with your colleagues from across the state to compare notes and provide support to your fellow student leaders.

Speaker Bios

Alisa Joyce Barba is the Managing Director of America Amplified, a CPB-funded initiative aimed at supporting community engaged journalism in public media. In previous positions, she served as Executive Editor of Inside Energy, a public media collaboration focused on the energy industry and energy boom states of Colorado, Wyoming, and North Dakota. From 2010 through 2014, she served as Senior Editor for Fronteras: The Changing America Desk, a regional news collaboration project focused on the border, involving seven public radio stations across the southwest. From 1999 through 2010, she served as the Western Bureau Chief for NPR.

Trish Bell Started DJing at KMBY in Monterey in 1985, and has been heard on KSAN, KABL, KBLX, KKSF, "The Bone" and KKIQ. Trish is currently on air at K-Zap.org Saturday 7pm-midnight and on KABL960.com Sundays 9am-12pm. After 15 years in the broadcasting industry, working in all radio formats throughout the Bay Area, Trish began training for voice-over work professionally and is represented by STARS agency in San Francisco. Trish has voiced CD ROMs, educational, informational, regional commercial spots, museum tutorials and cable TV ads. In 2024, Trish was inducted into the Bay Area Radio Hall of Fame.

Jesse Thorn is an American media entrepreneur and public radio and podcast host/creator. He is the founder of the Maximum Fun podcast network, and the host and producer of the podcasts *Judge John Hodgman* and *Jordan, Jesse, Go!* and the radio show and podcast *Bullseye*. *Bullseye* (formerly *The Sound of Young America*), is distributed by National Public Radio to several hundred public terrestrial radio stations. In 2024, Thorn was elected to the Podcasting Hall of Fame.

Jennifer Waits is Assistant Curator of the Internet Archive's Digital Library of Amateur Radio and Communications (DLARC), where she manages collections focused on college and community radio. She is also co-founder of Radio Survivor, a website, podcast and syndicated radio show devoted to radio and audio culture. She loves digging into the history of college radio and champions the importance of preserving that history through her work as co-chair of the College, Community and Educational Radio Caucus for the Library of Congress' Radio Preservation Task Force. She's also a long-time DJ at Foothill College radio station KFJC-FM in Los Altos Hills, California.

Thanks to those attending from across the state

Cal Poly Humboldt

Cal Poly San Luis Obispo

Foothill College

Loyola Marymount University

Pomona/Claremont Colleges

San Francisco State University

Stanford University

UC Berkeley

UC Davis

UC Irvine

UC San Diego

UC Santa Barbara

UC Santa Cruz

UCLA



KZSC Governing Board

Quynh-Thy Hoang <i>Station Manager</i> stationmanager@kzsc.org	Richard Baldwin <i>Broadcast Advisor</i> advisor@kzsc.org	Hannah Lee <i>Program Director</i> program@kzsc.org	Manu Salas <i>Volunteer Coordinator</i> volunteer@kzsc.org
Zane Bird Smith <i>Class Instructor</i> class@kzsc.org	Serafina Holzer <i>Music / Rock Director</i> rock@kzsc.org	Erika Wu <i>Web Team Rep</i> web@kzsc.org	Dylan Estevez <i>Hardcore Director</i> hardcore@kzsc.org
Ali Brutlag <i>Training Instructor</i> class@kzsc.org	Alessandro Reidel <i>External Promotions Director</i> promotions@kzsc.org	Crystal Fan <i>Production Director</i> production@kzsc.org	Anthony Alvarez <i>PSA Director</i> psa@kzsc.org
Laura Wood Carracero <i>External Promotions Assistant</i> streetteam@kzsc.org	Ian Gutierrez <i>Sports Director</i> sports@kzsc.org	Khira Feucht <i>Talk and News Director</i> talk@kzsc.org	Alex Lund <i>Social Media Coordinator</i> newmedia@kzsc.org
Julia Tesfay <i>Donor Services</i> members@kzsc.org	Sarone Kelete <i>Digital Librarian</i> digital@kzsc.org	Abby Edelstein <i>Physical Librarian</i> librarian@kzsc.org	Cara Tuininga <i>Marketing Coordinator</i> marketing@kzsc.org
Ale Plyler <i>Design Director</i> design@kzsc.org	Carina Padilla <i>Student Media Rep</i> studentmedia@kzsc.org	Gabriel Delgado <i>Events Coordinator</i> events@kzsc.org	Dhalia Krishnan <i>Hip Hop Director</i> hiphop@kzsc.org
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Rebecca Oregel <i>Internal Promotions Assistant</i>	Fatima Sanchez <i>Program Review Committee</i>	Nithya Raghunath <i>Program Review Committee</i>	Val Jara <i>Program Review Committee</i>
Maya Ramirez <i>Program Review Committee</i>	Sahithi Adiraju <i>Program Review Committee</i>		



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Notes

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UC SANTA CRUZ

SAFE RIDE

